

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

ADMINISTRATIVE PROCEEDINGS RULINGS

Release No. 4464/December 19, 2016

ADMINISTRATIVE PROCEEDING

File No. 3-17650

In the Matter of

JOE LAWLER

:
:

PREHEARING ORDER

The Securities and Exchange Commission instituted this proceeding with an Order Instituting Proceedings (OIP) on October 28, 2016, pursuant to Section 15(b) of the Securities Exchange Act of 1934. The proceeding is a follow-on proceeding based on *SEC v. Projaris Management, LLC*, No. 13-cv-849 (D.N.M. May 17, 2016), in which Respondent Joe Lawler was enjoined against violations of the registration and antifraud provisions of the securities laws. Lawler was served with the OIP in accordance with 17 C.F.R. § 201.141(a)(2)(i) on November 3, 2016. A prehearing conference was held by telephone on December 15, 2016. Polly Atkinson appeared on behalf of the Division of Enforcement, and Respondent Lawler appeared *pro se*.

The parties indicated a potential for settlement. In the absence of a settlement, January 27, 2017, was set as the due date for Lawler's Answer to the OIP. He was advised that if he fails to file an Answer within the time provided, he will be deemed to be in default, and the undersigned will enter an order barring him from associating with a broker, dealer, investment adviser, municipal securities dealer, municipal advisor, transfer agent, or nationally recognized statistical rating organization and from participating in an offering of penny stock.¹ *See also* OIP at 2; 17 C.F.R. §§ 201.155(a), .220(f).

After Lawler files his Answer, the Division may file a motion for summary disposition by March 3, 2017. The dates for Lawler's opposition and the Division's reply are April 7 and 21, respectively.

IT IS SO ORDERED.

/S/ Carol Fox Foelak
Carol Fox Foelak
Administrative Law Judge

¹ Thus, he would be barred from acting as a promoter, finder, consultant, or agent; or otherwise engaging in activities with a broker, dealer, or issuer for purposes of the issuance or trading in any penny stock, or inducing or attempting to induce the purchase or sale of any penny stock, pursuant to Exchange Act Section 15(b)(6)(A), (C).